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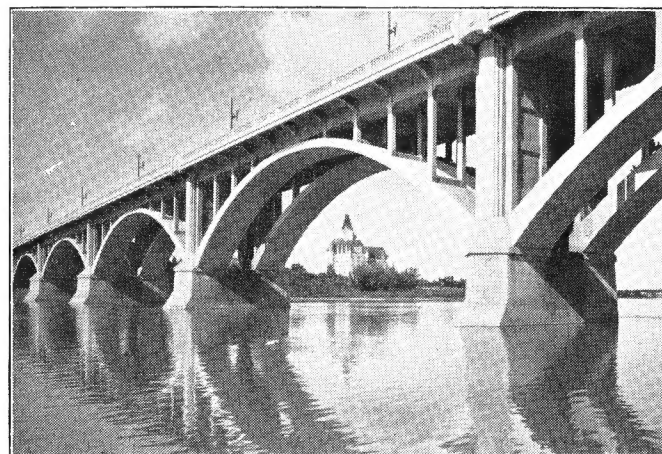
SASKATOON - THE GATEWAY TO THE CANADIAN NORTH WEST

Saskatoon is a truly modern city . . .

Approaching from East, South, North or West the traveller by railway, highway or airplane is suddenly thrilled with the view of the beautiful City of Saskatoon nestling in its jewel setting on the banks of the South Saskatchewan River at the very heart of the province. Modern in all its development since the Barr Colonists detrained in 1903 and began the sensational flow of settlement that marked it the fastest growing city in Western Canada, Saskatoon now boasts a population of approximately 45,000.



Pictured above is one of the beautiful residential streets which makes it hard for the visitor to realize that a few years ago this was bare prairie.



Pictured to the left is a vista showing the magnificent new Canadian National Railways Hotel, the Bessborough.

Saskatchewan produces, in a normal year, approximately one-half of Canada's agricultural wealth. Hence very many conventions relating to all branches of agriculture convene in Saskatoon. With ample hotel accommodation, convention halls and conveniences, and because of its central location in a network of railway lines and highways, Saskatoon is a favorite Convention Centre for the Western Provinces, for numerous business and fraternal organizations.

The Arena Rink (shown below) built by public subscription in 1937, is available for large gatherings in the

SOME FACTS ABOUT SASKATOON

Area: 131½ square miles (8,000 acres of land, 480 acres of water); 1,590 feet above sea level.

Assessment (1938), net—\$32,383,081.00.

Tax Rate (1938): Public School, 45.40 mills; Separate School, 45.40 mills.

Bank Clearings (1937) — \$70,019,704.96.

Municipal Street Railway mileage—24.16 miles.

Paved Roads, mileage — 10.25 miles.

Unpaved Roads, mileage—200 miles.

Gravelled Surfaces—39.82 miles.

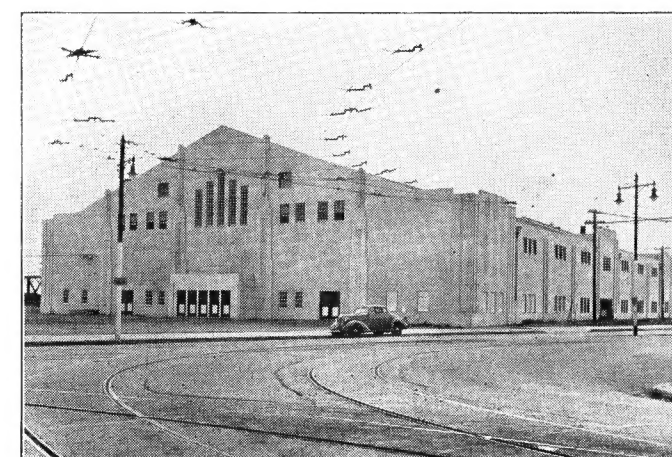
Concrete Sidewalks—79.655 miles.

Total Sewer Mileage—78.7 miles.

Total Water Mains—65.65 miles.

17 Parks—Area 397 acres.

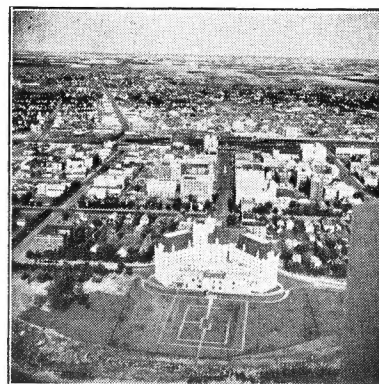
Unlimited water supply for manufacturing purposes; Low electric power rates for industries; Incorporated as village in 1901; First weekly paper, "The Saskatoon Phenix" in 1902; Town charter, 1905; City charter, 1906 (5,000).



Summer. In Winter, its artificial ice surface is the home of the famous Saskatoon Quaker Hockey Club. The rink has proven a financial success from the day its doors opened.

Shopping Centre for Northern Saskatchewan

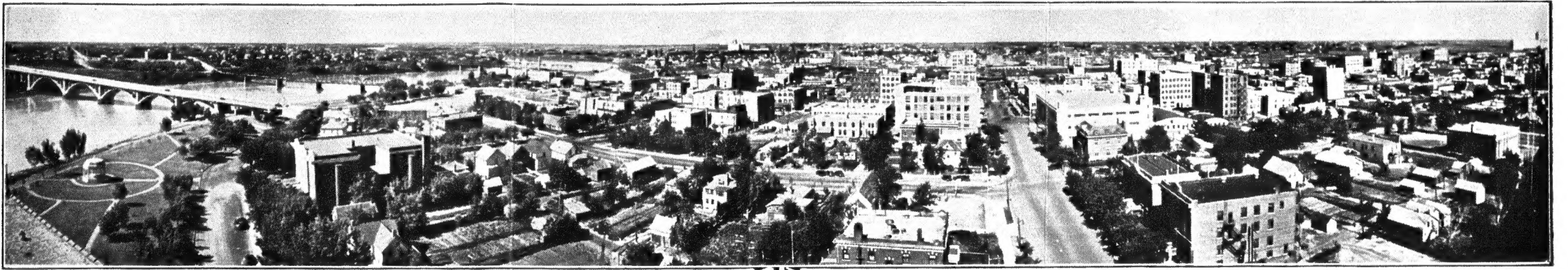
Saskatoon has truly become the "Hub" City, with through railway lines and arterial highways converging here to make it the wholesale distributing and retail shopping centre of a vast area of wealth producing agricultural lands. Built on both banks of the river, the city is knit together by six massive bridges, three for railway and three for general traffic.



On the East side clusters the charming group of University of Saskatchewan buildings—26 in number.

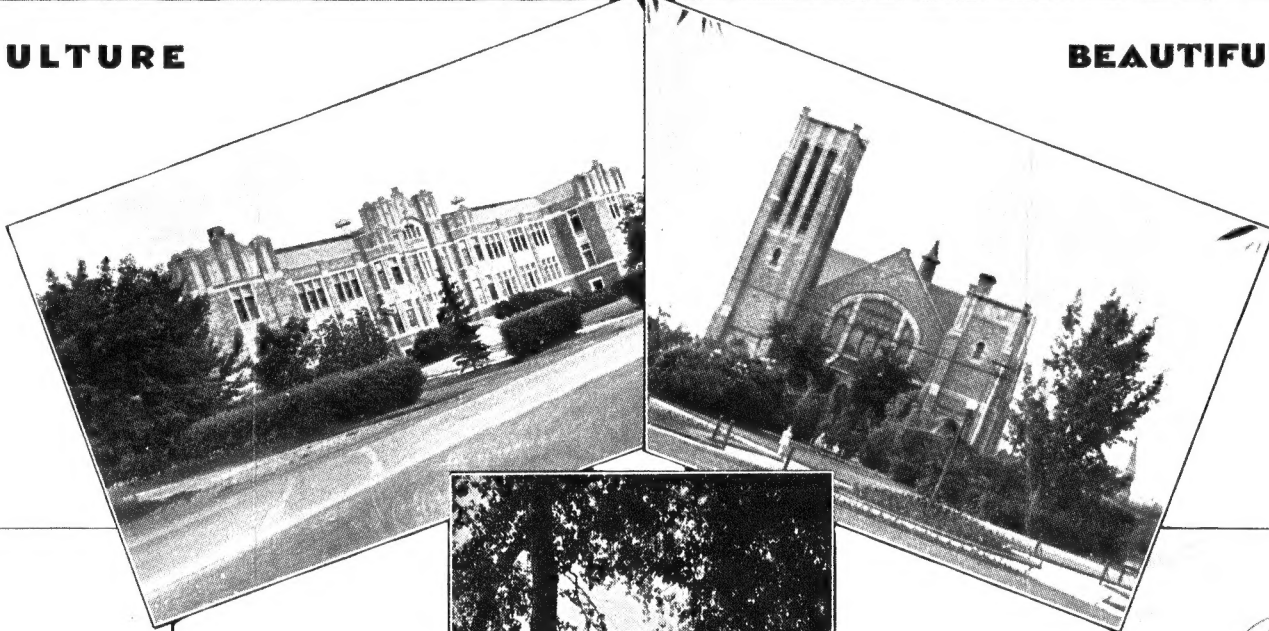
Saskatoon is the base for the distribution of farm implements, machinery, automobiles, oils and gasoline, fuel, flour, groceries, meats and packing house products, lumber and general merchandise.

Pictured to the left is an airplane view looking West from the Saskatchewan River giving a close-up of the compact business section of the city.



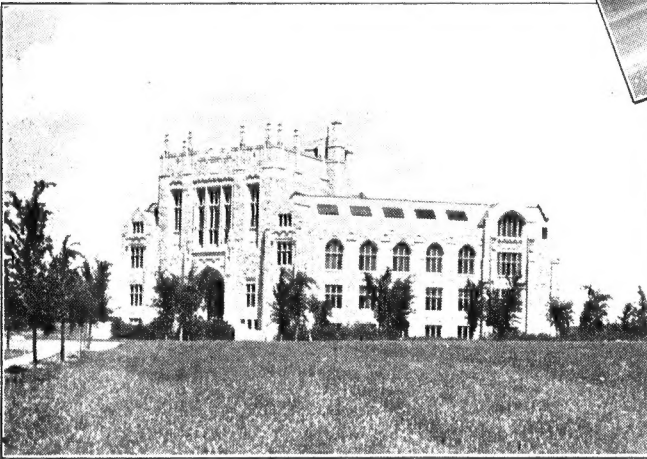
EDUCATION AND CULTURE

Saskatchewan spends annually some \$20,000,000.00 in Education. Saskatoon with its 18 Primary Schools, 3 Collegiate Institutes, Normal, Technical and Separate Schools, Churches, Colleges and the Provincial University is known throughout the continent as the Educational Centre of the province.

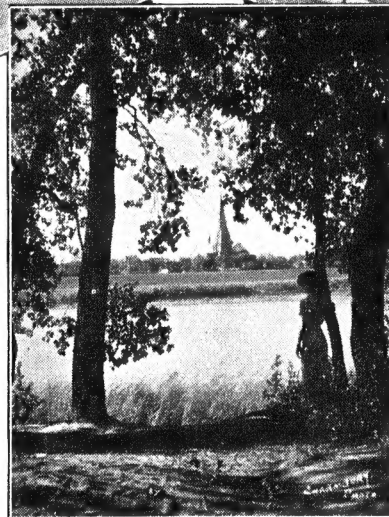


BEAUTIFUL SCHOOLS, CHURCHES

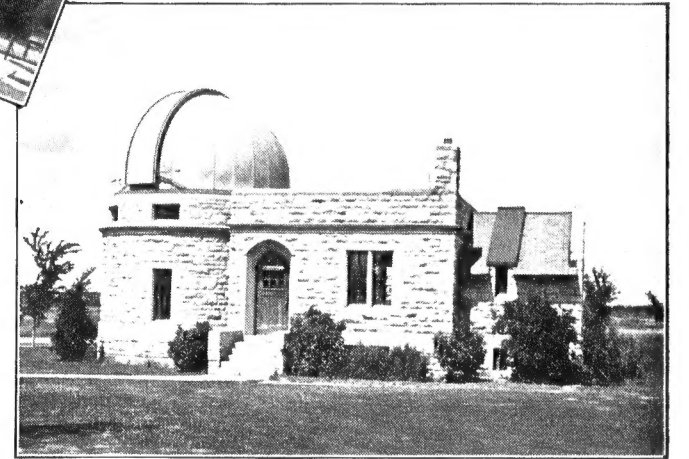
Seen on the left is the Normal School where hundreds of Saskatchewan's young people train annually for the teaching profession. The Church, adjoining, Third Ave. United, is one of the 56 churches and cathedrals which cater to the spiritual need of the community. Part of City Hall Park appears in the foreground.



The University of Saskatchewan, situated on the outskirts of the City, is recognized as one of the leading Educational Institutions of the Continent. A faculty of eminent scholars and instructors are



engaged in teaching the youth of the province numbering well over 3,000. Pictured herewith are the Chemistry Building and the Observatory. The experimental work conducted by the College of Agriculture is known all over the continent and



graduates of this and of the other colleges have gained distinction in many fields of endeavour in all parts of the world. The buildings are constructed of a colorful limestone quarried locally.

A city of natural beauty

One of the many features which distinguish Saskatoon is the delightful manner in which under the guidance of the City Council, the Parks Board have preserved and developed the banks of the Saskatchewan River, which flows through the heart of the City. The lawns and grounds surrounding the Bessborough Hotel, seen herewith, the old shady trees, the paths along the East bank of the river which has been mainly retained in its primitive state, all testify to a sense of beauty and an appreciation of natural advantages.

The architectural diversity and beauty of homes in the residential areas, the shaded avenues and tree-lined boulevards, the artistic parks and playgrounds, the broad streets, the handsome business blocks and other public buildings, all attract attention.



Industrial and Distributing Centre

Saskatoon is the grain and milling centre of the province, two large mills and Government elevator with a storage capacity of 8,300,000 bushels being located here. The City is the headquarters for Saskatchewan of the Canadian National Railways and divisional point of the Canadian Pacific Railway. Seventy industries are located here, and the develop-

Looking toward the new Broadway Bridge from one of the riverside Parks. Saskatoon has many such beautiful spots as the one shown below.

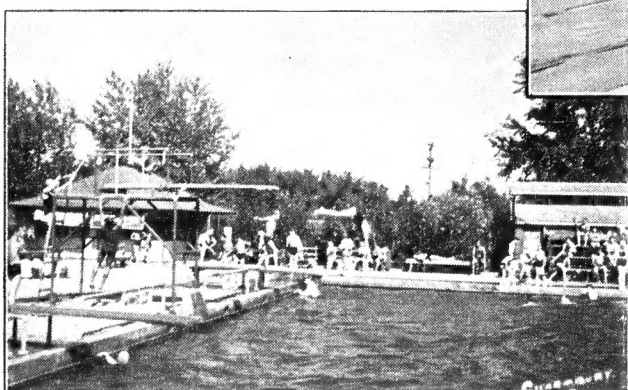
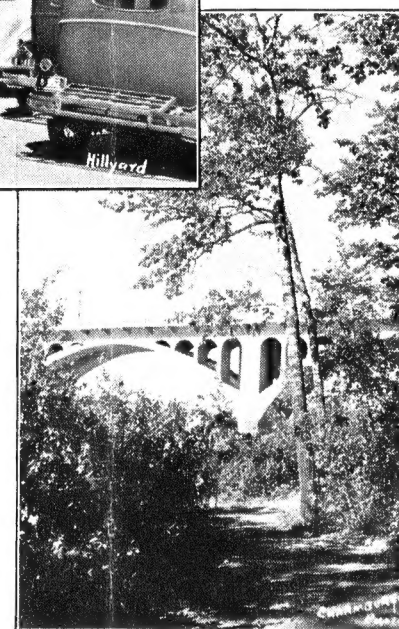


Saskatoon is acknowledged to have the most attractive, modern, well stocked, retail shopping stores in the province in a compact "down town" district where the hurrying shopper finds every requirement within easy access. Thus it is that special shopping trains pour their buyers into the city and carry them back home again the same day.

On the left is shown a section of Second Avenue, one of the principal retail streets of the City. In addition to being the retail trading centre for an area of several hundred square miles, Saskatoon has many important Dominion Government offices—the stately Federal Building houses the offices of the Postal Superintendent, Customs, Soldiers' Settlement Board, Seed Branch and Laboratory, Health of Animals Branch, Dairy Produce, National Revenue, Canadian Government Annuities, Immigration, Pensions and National Health, Public Works, Trade and Commerce and Transport Departments.



ment of the mining areas of the North, increasing the 70,000 square miles now settled which comprise the City's exclusive trading area will prove additional incentive to others to use Saskatoon as a base for their operations in this province. In addition, Saskatoon is the greatest livestock marketing centre in the province. Approximately 200 wholesale and jobbing houses, located in Saskatoon, serve the retail trade of Central and Northern Saskatchewan.



Above is seen the Municipal Swimming Pool, which is centrally located in Victoria Park and is capable of accommodating a large number of people.